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Peter A. Sullivan

Name (print)

Signature

Date

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Application of: L.L. Kusumoto, et al.

Examiner:

OFFICE OF PETITIONS

Title: System and Method for
Consumer-Selected
Advertising and Branding in
Interactive Media

Serial No.: 09/675,958

Filed: 9/29/00

Group Art Unit: 2161

Ref. No.: 13376.0001(B)

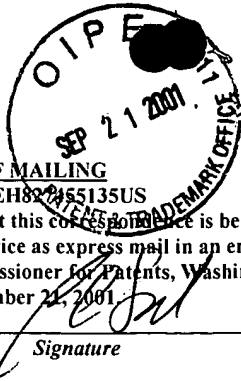
PETITION UNDER 37 C.F.R. § 1.78(a)(6)

TO: Assistant Commissioner for Patents
Washington, D.C. 20231

Sir:

Applicants submit this Petition under 37 C.F.R. § 1.78(a)(6) to claim priority of provisional application No. 60/204,179, dated May 15, 2000, in this pending non-provisional application.

Applicants' delay in requesting the benefit of the earlier provisional application was unintentional as the attorneys for the applicants had believed that the non-provisional application had been filed claiming priority of the provisional application. Attorneys for the applicants first became aware of this oversight on September 20, 2001, and the sixteen month deadline on filing the priority claim had just run out on September 17, 2000. Furthermore, any last-minute possibility of attorneys for the applicants noting the oversight last week before the deadline had



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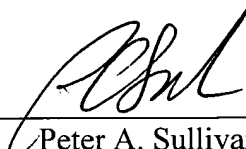
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run was prevented by the firm being locked out of its building last week due to security issues surrounding the terrorist attacks on September 11, 2001.

Applicants have submitted herewith the petition fee of \$1240. Also filed herewith is a preliminary amendment adding a reference to the prior provisional application to the specification.

Dated: September 21, 2001

Respectfully submitted,



Peter A. Sullivan

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Attorney for Applicants

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